

Meeting Minutes  
Economic Development Committee  
Tuesday – November 29, 2011 - 4:30 p.m. - City Council Chambers

Members present: Morack, O’Connell, Steinhorst, Dyreson, Schirpke, Shaw and Romberg.  
Excused: Tate.

Also present: Mayor Henke, Kent Hager, Sandy DuFrane, Paul Hanlon, Madison Cooley (6:00),  
and Ashley Robbins (6:00).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Schirpke to adopt the agenda. Carried 7-0.
2. Tony Hayes from Sturgeon Bay Iron and Scrap was on the agenda to address the Committee. His secretary had called in afternoon and asked that Tony be rescheduled for the January meeting as he was not going to be able to attend the meeting.
3. The Committee reviewed the renewal of the listing contract with Sandy DuFrane and Coldwell Banker. The Committee thanked Sandy for her attendance at the Committee meetings and her personal interest in promoting the City and our industrial park. Sandy noted that the very favorable contract provisions we have can only be extended provided the current contract is renewed. A motion was made to extend the listing contract with Coldwell Banker for three years. Carried 7-0.
4. Previously, the Committee had directed Administrator Hager to solicit development proposals from the four real estate development firms that had expressed an interest in our downtown river front property. Request for proposals were sent to the four firms and three responses were received. Copies of the proposals were distributed to the Committee members at the meeting. The Committee asked that the Planning Commission and the full City Council be provided with copies of the proposals and that they be invited to a special Economic Development Committee meeting to be held on Wednesday, December 14<sup>th</sup> at 4:30 pm. At this meeting there will be a common set of questions developed to present to the three development firms at a future meeting. The development firms will then be given an opportunity to present their proposals in person and reply to the common set of questions.
5. Administrator Hager reviewed his monthly report with the Committee. Among the topics he discussed with the Committee are the following: the status of the former Cash’s Bait Shop, the possibility of future rail service to Wolf River Lumber, status of the Kwik Trip property donation, and assistance that may be available for The Villa Apartments.
6. Committee member Ron Steinhorst and Mayor Henke reported on their recent attendance at the annual Wisconsin Municipalities conference. Each reported on the several informative meetings they attended. They had the opportunity to met and visited with a number of Mayors and City Council members from throughout the state.

7. It was noted that the City billboard has been completed on Highway 45. It was suggested that in the future it would be very beneficial to light the sign.
8. Madison Cooley and Ashley Robbins from the New London High School, School of Enterprise Marketing addressed the Committee. They have been working on a project to help the City establish a Facebook web presence as part of their class. They have met several times over the course of the past few months with Chairman Morack and Administrator Hager. Ashley first gave a presentation of the history of Facebook and how it is typically utilized. Madison next addressed how the City could utilize a Facebook page and what other communities in the state are currently doing with their Facebook pages. Several examples of Facebook pages from other communities were reviewed. It was determined that it would be best to coordinate our efforts with the Chamber of Commerce as the Chamber is also establishing a Facebook presence as well. This topic will be further investigated at future meetings to determine how to proceed. Committee members were encouraged to spend some time investigating what other Communities do and consider what topics would be of value to work with Facebook to accomplish. Chairman Morack thanked Madison and Ashley for their excellent work for the City and we all wished them well in their future studies.
9. There will be no regular Committee meeting in December, however there will be a special meeting on Wednesday, December 14th. The next regular meeting will be January 31, 2012. At that meeting we have Chairman of the County Board, Dick Koppen scheduled to address the Committee. At the February 28<sup>th</sup> meeting, Outagamie County Executive, Tom Nelson will be present.
10. Steinhorst/O'Connell to adjourn. Carried 7-0. The meeting adjourned at 6:50 pm.

Kent Hager  
City Administrator